

# FANTASY of Lights

FANTASY



The Howell Area Chamber of Commerce Foundation hosts the Fantasy of Lights Parade each year, the day after Thanksgiving in historic downtown Howell. This well-established event, has a strong presence and is widely attended by people throughout the community and beyond.

The Fantasy of Lights has been the official kick-off to the holiday season in Howell for almost 40 years, and it's become a favorite holiday tradition for many families. Crowds of 30,000 plus people line the parade route along Grand River and enjoy the many festivities that begin at as early as 3 p.m. on parade day.

On our festival street, otherwise known as State Street, spectators can shop with local merchants, grab refreshments, enjoy live entertainment, and pop in for a visit with Santa and his Reindeer.

The Fantasy 5K race begins at 6 p.m. and also offers a one-mile family fun walk. This lighted race is one-of-a-kind. Runners don their favorite holiday apparel, costumes and lights to race along the parade route. The atmosphere is fun and exciting with a crowd on each side of Grand River cheering on our festive racers.

The main event happens as the night falls...The Fantasy of Lights Parade is attended by approximately 35,000 guests each year. Upwards of 35 floats and groups light up Grand River Avenue with the spirit of the season, each with a minimum of 5,000 lights. It truly is a sight to behold.

The Fantasy of Lights is well publicized throughout the state. Organizers and participants are interviewed for print and on radio stations, and television crews often come to cover the spectacular, holiday event.

Are you ready to help us kick-off the holidays this season? There are many sponsorship opportunities and levels to fit all marketing goals and budgets. We would love to have you celebrating the season alongside the Chamber!

**This is one of the events I love...a tradition with family and each year brings more to the heart! - Mark -**

**My family has gone every year for a very long time. The parade is what officially kicks off our Christmas season! I will continue to take my family for many many many years to come! We LOVE it! - Chelsea -**



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## SPONSORSHIP OPPORTUNITIES

	PRESENTING \$7,500	PLATINUM \$4,000	ILLUMINATION SPONSOR \$3,000	FESTIVAL STREET LEGACY SPONSOR \$3,500	LETTERS TO SANTA SPONSOR \$2,500
<b>RECOGNITION</b>					
Recognition on the Howell Chamber website, social media channels, print and press materials**	Logo	Logo	Logo	Logo	Logo
Sponsor recognition in Chamber Advantage	X	X	X	X	X
Yard sign displayed at event	X	X	X	X	X
Sponsor name announced throughout the event at reviewing stands along the parade route	X	X	X	X	X
Sponsor banner provided by chamber			Main review stand	Grand Riv. / State St.	Letter writing station
Opportunity to Emcee	Main review stand	Library			
Company name and logo on parade banner-Sponsor to provide two volunteers to walk with banner in parade	X	X	X		
Company to provide logo'd backdrop for pictures with Santa (holiday background preferred)				X	
Sponsor to provide lighting and labor to "light-up" the main review stand			X		
Holiday "Lane" named after your business-Sponsors creative input encouraged				X	
<b>PROMOTION</b>					
10 x 10 sponsor space on our Festival Lane and opportunity to host a kids activity and provide a goody bag to guests.	X	X		X	X
Opportunity to provide giveaways to Santa's guests	X				
Premier sponsor space located on State St. & Grand River	X	X		X	
Seats provided at the Main Reviewing stand	4	2		2	

\*\*If sponsorship committed by before publication date





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## SPONSORSHIP OPPORTUNITIES

	PARADE SPONSOR \$2,000	REINDEER SPONSOR \$1,500	JINGLE JAMS SPONSOR \$1,500	MERRY MEET & GREET SPONSOR \$750	FOL SUPPORTER \$100
<b>RECOGNITION</b>					
Recognition on the Howell Chamber website, social media channels, print and press materials**	Logo	Logo	Logo	Logo	x
Sponsor recognition in Chamber Advantage	X	X	X	Logo	
Yard sign displayed at event	X	X	X		X
Sponsor name announced throughout the event at reviewing stands along the parade route	X	X	X		
Sponsor banner provided by chamber		Reindeer Station	Entertainment Area	Provided for Booth	
Opportunity to Emcee					
Company name and logo on parade banner-Sponsor to provide two volunteers to walk with banner in parade	X				
Company to provide logo'd backdrop for pictures with Santa (holiday background preferred)					
Sponsor to provide lighting and labor to "light-up" the main review stand					
Holiday "Lane" named after your business-Sponsors creative input encouraged					
<b>PROMOTION</b>					
10 x 10 sponsor space on our Festival Lane and opportunity to host a kids activity and provide a goody bag to guests.	X	X	X	X	
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Premier sponsor space located on State St. & Grand River					
Seats provided at the Main Reviewing stand					

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## SPONSORSHIP OPPORTUNITIES

	PRESENTING SPONSOR	PLATINUM	PHOTO FINISH	GOLD	SILVER
	\$5,000	\$4,000	\$1,500	\$750	\$500
<b>RECOGNITION</b>					
Recognition on the Howell Chamber website, social media channels and print	Logo	Logo	Logo	Logo	Name
Sponsorship recognition in Chamber Advantage newsletter	Logo	Logo	Logo	Logo	Name
Logo recognition on the race registration site	Logo	Logo			
Company logo on race t-shirt**	X	X	X	X	X
Company logo on border of electronic photo of each runner at the finish line			X		
Sponsorship recognition on banner by the start line of the race	X	X	X	X	X
Logo recognition on the mile marker sign	X				
<b>PROMOTION</b>					
10 x 10 vendor space at race site	X	X	X	X	
Opportunity to provide branded giveaway in the race packets	X	X	X	X	
<b>MEDIA</b>					
Complimentary race entry	15	10	5		
Seats available on the main review stand for parade	4	2			

\*\*If sponsorship committed by before deadline

